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PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

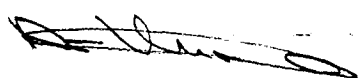
120 PARK AVENUE, NEW YORK, NY 10017

TO: R. Eck
FROM: A. Goldfarb
SUBJECT: Cambridge Tag Lines

DATE: May 15, 1990

Cambridge has utilized the tagline "Taste and Compare" over the last few years in print media and POS materials. Additionally, a second tagline we are using in both print media and POS materials is: "The Smart Money is on Cambridge". Future Cambridge promotions will be based on a Smart Shopper concept.

Our intention is to copyright these two taglines for Cambridge media and promotion POS. Will you please register these two taglines for Cambridge.



cc: J. Greene
R. Mikulay
M. Verscaj
B. Rosenthal (LBC)

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